



**Task Force Meeting No. 31 Synopsis
January 11, 2010**

Task Force Members Present*:

Teresa Alvarado, Shiloh Ballard, Michele Beasley, Judy Chirco, Gary Chronert, Pastor Oscar Dace, Brian Darrow, Pat Dando, Harvey Darnell, Dave Fadness, Enrique Fernandez, Leslee Hamilton, Sam Ho, Nancy Ianni, Lisa Jensen, Frank Jesse, Matt Kamkar, Charles Lauer, Karl Lee, Shirley Lewis, Linda LeZotte, Sam Liccardo, Pierluigi Oliverio, David Pandori, Dick Santos, Patricia Sausedo, Erik Schoennauer, Judy Stabile, Neil Struthers, Michael Van Every, Jim Zito.

Task Force Members Absent:

Jackie Adams, Alofa Talivaa.

City Staff and Other Public Agency Staff Present*

Ru Weerakoon (Mayor's Office), Roma Dawson (D3 Council Office), Peter Hamilton (D9 Council Office), Kim Walesh (OED), Nanci Klein (OED), John Lang (OED), Jacky Morales-Ferrand (Housing), Wayne Chen (Housing), Ron Eddow (Housing), Sean Kimball (Housing), Joseph Horwedel (PBCE), Laurel Prevetti (PBCE), Susan Walton (PBCE), Andrew Crabtree (PBCE), Michael Brilliot (PBCE), Jenny Nusbaum (PBCE), Lee Butler (PBCE), Perihan Ozdemir (PBCE), John Baty (PBCE).

Public Present*:

Joe Head (Summerhill Homes); Bonnie Mace (HCD); Sandy Nguyen (ESUHSD); Larry Ames; Leah Toeniskoetter; Terri Balandra (FLAG); Elaine Curran; Marie Arnold (LWVSJSC); David Dearborn; Jean Dresden; Susan Marsland; Trixie Johnson (LWV/SJ-SC); Tom Armstrong (HMH); Virginia Holtz (LWV/SJ-SC); Al Victors (Creative i); Pete Rothschild; June Rono (ESUHSD); Kerri Hamilton; Mike Curran; Helen Chapman (SHPNA); David Marsland (Sierra Club Cool Cities).

*As verified by registering attendance on Sign-In Sheets.

1. Welcome

The meeting convened at 6:35 p.m.

2. Review and approval of December 14, 2009 synopsis

The synopsis was approved.

3. Review Envision Task Force Work Program

Michael Brilliot reviewed the remaining Task Force work program referencing a handout and PowerPoint slide.

4. Economic Development

Andrew Crabtree provided an overview of job growth and demographic trends. Kim Walesh, Chief Strategist for the City's Office of Economic Development presented the Draft Economic Strategy 2010 economic vision themes, major forces of change, and strategic goals. (Note: Any comments

on the draft strategy document can be emailed to economic.development@sanjoseca.gov). Andrew reviewed the land use scenarios selected by the Task Force and introduced scenario “H”. Lee Butler presented the draft proposed economic development goals, policies, and implementation actions.

In response to questions from the Task Force, Kim Walesh explained that the Association of Bay Area Governments (ABAG) projections for job growth should be considered to be highly optimistic, while the Center for the Continuing Study of the California Economy (CCSCE) projections should be considered moderately optimistic. Kim commented that if San Jose is successful in implementing its various economic development goals, actual job growth through 2040 would likely be somewhere in between the two projected levels. She further commented that it may be appropriate for the Task Force to consider a Preferred Land Use Scenario with job capacity above the projected level of demand in order to provide multiple options for the location of new job growth.

Task Force member Brian Darrow summarized a comment letter he submitted to the Task Force with strategies for creating quality jobs based on best practices identified in other communities’ general plans. Several Task Force members suggested that the draft economic development goals and policies included too much detail and that the Task Force discussion should be more focused on land use and transportation issues on which the General Plan has more bearing. Other Task Force members commented that it is appropriate for a General Plan to include aspirations, including detailed policies and referenced other city general plans which have a high level of detail. Laurel Prevetti suggested that the General Plan is intended to be more than a land use document, but stated the point about the appropriate level of detail is a good one to discuss. Task Force members commented that if the General Plan is more general there should be clear direction to reference ancillary documents that provide additional detail. Task Force members provided various additional comments on the economic development goals, policies, and implementation actions and on the draft Economic Strategy. Staff indicated that they would prepare a revised set of Economic Development Goals and Policies responding to the Task Force discussion for the Task Force to discuss at the February 8, 2010 Task Force meeting.

5. Public Comment

Eight members of the public spoke during the public comment period. Comments regarding the economic development goals and policies included: the need to highlight the importance of transit/trails, the increasing desire of people to buy goods that are locally produced, the need to provide infrastructure to support all types of jobs, and the importance of arts and culture. One commenter expressed concern about the feasibility of the land use study scenarios if the jobs projections are seen as overly optimistic. Responding to the Task Force discussion on the scope of the General Plan, a member of the public commented that the plan should: be measurable and quantifiable; be flexible; be aspirational; have a strategic focus on guiding principles; and have clarity.

6. Task Force Recommendation (vote on motions as needed)

The Task Force made no motion on the draft Economic Development goals, policies, and implementation actions.

7. Announcements

Co-chair Lewis mentioned that she asked staff to provide copies of two publications from the Urban Land Institute (ULI). Andrew Crabtree noted that the agenda topic shown at the bottom of the January 11th agenda for January 25, 2010 will be housing and healthy neighborhoods goals, policies, and implementation actions. Andrew referenced a handout from South Bay Water Recycling, “San José Considers Ordinance for Use of Recycled Water”. Councilmember Oliverio announced the showing of the film, “No Impact Man” on March 15th in the City Council Chambers.

8. Adjourn

The meeting adjourned at 8:56 p.m.